

MEMO

DATE: January 3, 2008

TO: Community, Economic and Human Development Committee

FROM: Mark Butala, Compass Blueprint Program Manager
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SUBJECT: 2008 Year-end Compass Blueprint Demonstration Project Summary

BACKGROUND:

In 2007, the Southern California Association of Governments (SCAG) completed eighteen Compass Blueprint Demonstration Projects. A complete list of all Demonstration Projects completed to date or in progress is attached.

Recently completed or near-complete projects include:

City of Coachella

The Coachella Sphere of Influence Sustainability Project began by engaging stakeholders in a “strategic framework session” and went on to develop guiding principles for growth, circulation and land use concepts that integrate the various focus areas of the city and implementation recommendations for managing and directing incremental growth over the next 20 years. Engagement with tribal governments will feature prominently as this emerging city continues to develop its sphere of influence.

Community Redevelopment Agency of Los Angeles

For the Hollywood Freeway Central Park project, SCAG assisted the CRA/LA and the Hollywood Chamber of Commerce in evaluating the potential for a new public park that would be built on a deck constructed over the below-grade portion of the Hollywood Freeway (US-101). The team worked with stakeholders to document local knowledge and build redevelopment, mobility and open space concepts that will both respond to community concerns and be market-feasible in one of the densest workforce housing neighborhoods in the state. Balancing the potential park’s environmental justice benefits with gentrification impacts has been a central theme.

Ventura Council of Governments

Phase 1 of the Compact for a Sustainable Ventura County, a county-wide visioning and consensus-building effort, is enabling communities to maintain their commitment to protecting open space and farmland while accommodating growth projected in SCAG’s Integrated Growth Forecast. Ventura County is confronting the need for new development and housing choices in the context of their adopted SOAR urban growth boundaries. Work, in partnership with the non-profit Ventura County Civic Alliance, included numerous public workshops open houses, and county-level scenario planning similar to the process used for the 2008 Regional Transportation Plan.

MEMO


City of El Centro

Working with the City's Redevelopment Agency, SCAG produced a downtown revitalization master plan: Project SHAPE. Work included public workshops and scenario planning, analysis of existing and projected future conditions, financial feasibility analysis of different development prototypes and an implementation strategy that focuses on economic development, zoning policy, mobility and streetscape improvements and parking. The plan constitutes the ambitions of community and business leaders, the vision of citizens and a feasible plan that the city can undertake – all of which will transform downtown El Centro into a center of economic growth and community pride.

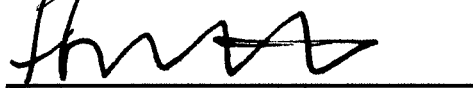
FISCAL IMPACT:

Work associated with Demonstration Projects is included in WBS #08-065.SCGC1, 08-290.SCGC1 and 08-291.SCGC1.

Reviewed by:


Division Manager

Reviewed by:


Department Director

Reviewed by:


Chief Financial Officer

Compass Blueprint Demonstration Projects Summary



City/Agency	Brief Description	Status/Notes	Expected Completion	Value of Contract	Funding Source	Primary Consultant
Phase II Funded	Approved by Regional Council November 2006					
City of Coachella	The City of Coachella, an emerging desert gateway city, is interested in applying sustainable growth strategies and a regional perspective in planning for the city's growth. SCAG is assisting the Coachella Sphere of Influence Sustainability Project with a full range of services including form-based codes, urban design and economic development strategies, public involvement services and visualizations.	9/18/2007 COMPLETE	N/A	\$70,200	BP	TPC/Karen
City of El Centro	Project SHAPE is evaluating the present use of downtown El Centro, combining historic preservation with economic development and restoring prosperity and vitality to the district. Compass Blueprint photorealistic visualizations and concept planning project are helping shape a vision for the property and business owners and will provide an incentive for broader community support.	10/31/2007 COMPLETE	N/A	\$99,000	CPG	FCA
City of Fillmore	SCAG is performing tipping-point proforma analyses on three development scenarios to help the city plan for a proposed 92 acre business park that will enhance the local jobs-housing balance.	Technical work complete. Products being reviewed by City.	12/15/07	\$20,000	CPG	Solimar
City of Lawndale	The City of Lawndale and SCAG are producing the city's first-ever economic development strategy, focusing on the Hawthorne Boulevard commercial corridor.	COMPLETE 6/30/07	N/A	\$35,000	CPG	Solimar
City of Los Angeles CRA Hollywood Chamber of Commerce	The project will ultimately construct a public park atop a "capped" section of the Hollywood Freeway (US 101) between Bronson Ave. and Santa Monica Blvd in the Hollywood area of Los Angeles. SCAG is assisting with a variety of planning services to advance the park concept and consider changes to surrounding land uses.	Held stakeholder workshops 6/20/07 and 8/7/07. Policy recommendations and visualizations complete. Reviewing open house, brochure, website and other outreach options.	est. 1/31/2008	\$80,000	BP	FCA - Scott
City of Los Angeles (City Planning Dept.)	The project is providing detailed analysis of development opportunities at and around the planned station area at La Cienega and Jefferson Boulevards on the under-construction Expo Line. Products will include physical designs and visualizations and a market study and will flow from extensive community and stakeholder involvement.	Planning charettes held April 28 and June 9. Final Open House held 8/25/2007. Developing final plan and lessons learned symposium.	est. 3/1/2008	x \$249,894	Subr	EIP Associates
North Orange County Cities - Brea	The north Orange County cities of Brea, Fullerton, La Habra and Placentia will be using a variety of Compass Blueprint planning services to assist in selecting a preferred alignment for transit routes that will most integrate land use and transportation issues and effectively compete for funding under the federal Small Starts criteria.	Subregional OWP project. Planning Center selected as consultant. Notice to Proceed issued 7/2/07 Project underway - Currently scoping	est. 3/31/2008	est. \$22,500	CPG	TPC NOC team

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North Orange County Cities - Fullerton	The north Orange County cities of Brea, Fullerton, La Habra and Placentia will be using a variety of Compass Blueprint planning services to assist in selecting a preferred alignment for transit routes that will most integrate land use and transportation issues and effectively compete for funding under the federal Small Starts criteria.	Subregional OWP project. Planning Center selected as consultant. Notice to Proceed issued 7/2/07. Project underway - Currently scoping	est. 3/31/2008	est. \$22,500	CPG	TPC NOC team
North Orange County Cities - La Habra	The north Orange County cities of Brea, Fullerton, La Habra and Placentia will be using a variety of Compass Blueprint planning services to assist in selecting a preferred alignment for transit routes that will most integrate land use and transportation issues and effectively compete for funding under the federal Small Starts criteria.	Subregional OWP project. Planning Center selected as consultant. Notice to Proceed issued 7/2/07. Project underway - Currently scoping	est. 3/31/2008	est. \$22,500	CPG	TPC NOC team
North Orange County Cities - Placentia	The north Orange County cities of Brea, Fullerton, La Habra and Placentia will be using a variety of Compass Blueprint planning services to assist in selecting a preferred alignment for transit routes that will most integrate land use and transportation issues and effectively compete for funding under the federal Small Starts criteria.	Subregional OWP project. Planning Center selected as consultant. Notice to Proceed issued 7/2/07. Project underway - Currently scoping	est. 3/31/2008	est. \$22,500	CPG	TPC NOC team
City of Ontario	Compass Blueprint services are being used to update the New Model Colony plan, in conjunction with the City's General Plan update. Land use scenarios and circulation plans will be created, along with development prototypes that respond to projected population and job growth, as well as market realities and expectations for development. The project includes conceptual plans, visualizations, tipping point analysis, circulation and traffic analysis, parking strategies and stakeholder forums.	City reviewing final product, to be presented at final developers' forum in January 2008.	est. 1/31/2007	x \$79,402	CPG	FCA/Solimar - Glen
SANBAG - City of Colton	The subregional project will provide Compass Blueprint implementation services to seven cities in San Bernardino County. Projects will examine opportunity sites for TOD and redevelopment.	Subregional OWP project. Underway. Project started January '07.	est. 1/31/2008	est. \$64,250	CPG	Gruen Associates
SANBAG - City of Fontana	The subregional project will provide Compass Blueprint implementation services to seven cities in San Bernardino County. Projects will examine opportunity sites for TOD and redevelopment.	Subregional OWP project. Underway. Project started January '07.	est. 1/31/2008	est. \$64,250	CPG	Gruen Associates
SANBAG - City of Highland	The subregional project will provide Compass Blueprint implementation services to seven cities in San Bernardino County. Projects will examine opportunity sites for TOD and redevelopment.	Subregional OWP project. Underway. Project started January '07.	est. 1/31/2008	est. \$64,250	CPG	Gruen Associates
SANBAG - City of Ontario	The subregional project will provide Compass Blueprint implementation services to seven cities in San Bernardino County. Projects will examine opportunity sites for TOD and redevelopment.	Subregional OWP project. Underway. Project started January '07.	est. 1/31/2008	est. \$64,250	CPG	Gruen Associates

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SANBAG - City of Rancho Cucamonga	The subregional project will provide Compass Blueprint implementation services to seven cities in San Bernardino County. Projects will examine opportunity sites for TOD and redevelopment.	Subregional OWP project. Underway. Project started January '07.	est. 1/31/2008	est. \$64,250	CPG	Gruen Associates
SANBAG - City of Rialto	The subregional project will provide Compass Blueprint implementation services to seven cities in San Bernardino County. Projects will examine opportunity sites for TOD and redevelopment.	Subregional OWP project. Underway. Project started January '07.	est. 1/31/2008	est. \$64,250	CPG	Gruen Associates
SANBAG - City of San Bernardino	The subregional project will provide Compass Blueprint implementation services to seven cities in San Bernardino County. Projects will examine opportunity sites for TOD and redevelopment.	Subregional OWP project. Underway. Project started January '07.	est. 1/31/2008	est. \$64,250	CPG	Gruen Associates
SGV - City of Azusa	The project involves the implementation of Azusa's goals for development adjacent to the future Gold Line rail station. In particular, the city is interested in implementing a "park once" parking strategy, exploring alternatives for converting two downtown one-way streets to two-way traffic and marketing the "village" area to developers for T.O.D.	Finalizing scope.	est. 3/1/2008	x est \$50,000	CPG	TPC SGV team
SGV - City of Baldwin Park	SCAG is providing photosimulations and 3D Sketchup modeling of several development options being considered for a major residential, mixed-use and retail redevelopment of Baldwin Park's downtown.	Preparing photo-morph visualizations.	est. 3/1/2008	x est \$25,000	CPG	TPC SGV team
SGV - City of El Monte	The City of El Monte will be receiving economic development strategy and visualization services as part of their efforts to update the city's general plan, prepare a specific plan for the El Monte Transit village and develop a city-wide economic development strategy.	Preparing draft final project report.	est. 12/31/2007	x est \$24,750	CPG	TPC SGV team
SGV - City of San Gabriel	The City of San Gabriel recently completed a Specific Plan for the area along Valley Boulevard. Compass Blueprint services will provide the next steps with photorealistic visualizations for the intersection of Valley Boulevard and Del Mar Avenue and tipping point analysis at las Tunas Drive and Mission Drive.	Finalized photo-morph visualizations. Presented findings of proforma analysis and 3-D graphics model of first development prototype and drafted second prototype for analysis and modeling.	est. 2/1/2008	x est \$25,000	CPG	TPC SGV team

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City/Agency	Brief Description	Status/Notes	Expected Completion	Value of Contract	Funding Source	Primary Consultant
SGV - Arrow Highway Corridor	This multi-jurisdictional project will involve the cities of Baldwin Park, Covina, Azusa, Irwindale and Glendora as well as Los Angeles County, to plan for specific sites along the Arrow Highway in the San Gabriel Valley and for the corridor as a whole. The project also offers the opportunity to develop a framework that may be applied to other corridors within the subregion. Products may include visual graphics of streetscape design, development prototypes, recommendations for transportation improvements, and models for multi-jurisdictional planning.	Finalized scope. Gathered baseline datasets & prepared existing conditions maps for project area.	est. 3/1/2008	x est \$40,000	CPG	TPC SGV team
Ventura Council of Governments & Ventura County Civic Alliance	The Demonstration Project will cover phase 1 of the county-wide "Compact for a Sustainable Ventura County." Tasks will include data collection, updating the 2002 Ventura County Vacant Land Study, identifying goals and policy options and developing and analyzing a set of alternative growth scenarios for Ventura County's future.	Final Open Houses held October 24-25, 2007. Consultant drafting final report.	est. 1/31/2008	\$150,000	BP	FCA/Solimar - Glen
Los Angeles County Metropolitan Transportation Authority	Compass Blueprint urban design, public involvement and visualization services will enhance existing public transit resources and land uses by reconfiguring streets, improving pedestrian mobility and providing amenities around the intersection of Sunset and Santa Monica Boulevards in Los Angeles.	10/29 - SCAG staff met with MTA management to discuss program options; MTA will respond to SCAG during December to discuss project scoping.	6/30/08	est \$60,000	CPG	TBD
City of Long Beach	The City of Long Beach is completing an update of the city's General Plan. Compass Blueprint services will supplement this effort by providing web-based educational visual materials and tipping point analyses to facilitate transit-oriented development.	Currently scoping.	6/30/08	est \$107,000	CPG	FCA
City of Ventura	The City of Ventura and SCAG will study the feasibility of decking a below-grade section of the 101 freeway and will examine the redevelopment potential and urban design issues that reclaiming the freeway right-of-way will present the City. The project will identify a range of alternatives, locate a multi-modal transit center, assess other potential uses and outline a process for moving forward on creating a new mixed-use waterfront addition to Ventura's downtown.	Project scoping complete. Kick-off meeting early December 2007.	6/30/08	est \$250,000	CPG	S. DeSantis

Compass Blueprint Demonstration Projects Summary



City/Agency	Brief Description	Status/Notes	Expected Completion	Value of Contract	Funding Source	Primary Consultant
Phase II Wait-list	Approved by Regional Council November 2006 pending additional funding or SCAG membership					
City of Santa Ana	The City of Santa Ana is proposing a overlay zone for 200 acres currently occupied by commercial/office uses. SCAG visualization services will allow planners and stakeholders to conceptualize mixed-use residential and commercial additions to this area near the 5 and 55 freeways and the future Transit Village.	Not a SCAG Member. SCAG Gov't Affairs staff initiated dialogue with city staff in November 2006 and will continue with new incoming City Council members. RC approval contingent on SCAG membership.	N/A	est \$25,000		N/A
Phase 1 Complete						
City of Compton	Compass Blueprint facilitated a visioning process for the City that engaged residents, community leaders and other stakeholders to outline priorities for the City's future. The vision will be incorporated into the City's updated General Plan and into small-area plans for the Brickyard, Compton Station and Artesia Station areas.	6/21/2007 COMPLETE		\$93,000	CPG	FCA - Leila
City of Montclair	This project analyzed future parking demand and parking structure implementation strategies within the Fremont Corridor Area of the North Montclair Specific Plan. Land uses planned for the project area were reviewed, as well as demand for on- and off- street public parking. An alternative development scenario was also analyzed along with financing methods for constructing parking structures. Compass Blueprint also prepared visualizations of key locations within the North Montclair Specific Plan area.	2/21/2007 COMPLETE		\$47,200	CPG	TPC - Karen
City of Rolling Hills Estates	The project tested the application, feasibility and appropriateness of the City of Rolling Hills Estates' proposed Peninsula Village Overlay Zone, intended to "create a mixed-use center combining high density residences, office/service developments, and retail uses in an attractive and functional pedestrian-oriented environment."	3/12/2007 COMPLETE		\$38,000	CPG	FCA - Dana/John
County & City of Los Angeles	The Exposition Line presents opportunities for increased connectivity between different parts of the city; economic development through new jobs and businesses; compact, walkable transit-oriented development; and an increase in mixed-use development and higher residential densities. The project explored the potential for these changes and provides the City with recommendations for encouraging change that will enhance station-area communities and be market-feasible.	3/12/2007 COMPLETE		\$100,000	CPG	FCA - John/Glen

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City of Lancaster	The project provided the City with updated economic and demographic information to illuminate current trends and portend the future direction of the City. The study includes information on housing, population, demographic and household characteristics, employment, taxable sales, income, student enrollment, and crime. The study provides a competitiveness index and SWOT analysis.	3/1/2007 COMPLETE		\$31,000	CPG	Mark Schniepp
City of San Bernardino	The project analyzed a range of development opportunities for the station area. The E Street Station is an important regional transportation link and its opening will be a step toward a mixed-use downtown core that will generate downtown activity. The project included opportunities and constraints analysis, contextual urban design strategies circulation analysis, evaluation of joint development opportunities, a design vision and bus service recommendations.	2/21 COMPLETE		\$50,000	CPG	TPC - Karen
WRCOG-Corona	The North Main Corona Metrolink Station is located just over a half-mile north of Corona's Downtown District. The Demonstration Project is intended to guide the transition from a stand-alone train station and parking garage to a vibrant transit village. It included opportunities and constraints analysis, contextual urban design strategies circulation analysis, evaluation of joint development opportunities, a design vision and bus service recommendations.	2/21/2007 COMPLETE		\$26,600	CPG	TPC - Karen
WRCOG-Hemet	The project created a vision and design concept for transforming the North Hemet station into a transit village. The concept includes Metrolink and bus service, high-density and live-work housing, neighborhood retail, parks, structured parking, a farmers' market and a railroad museum.	4/16/2007 COMPLETE		\$30,000	CPG	TPC - Karen
WRCOG-March/Moreno Valley	The project created a design concept and visualizations for the Moreno Valley/March Field Metrolink station that will be created at the former March Air Force base. The concept includes Metrolink and bus service, retail and office uses, open space and commuter parking.	4/16/2007 COMPLETE		\$10,500	CPG	TPC - Karen

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WRCOG-Perris	The Perris Station will be located at the Old Perris Depot, about a quarter-mile from the Perris Civic Center in downtown Perris, within the City's Downtown Specific Plan area. The station will also include a new RTA bus transfer site for commuter, intercity, and local shuttle bus service. The Perris Station is an important regional transportation link and its opening will be a step toward a mixed-use downtown core. The project included opportunities and constraints analysis, contextual urban design strategies circulation analysis, evaluation of joint development opportunities, a design vision and bus service recommendations.	2/21/2007 COMPLETE		\$39,600	CPG	TPC - Karen
WRCOG-Riverside	This project will help facilitate the development of a Transit Village at the Downtown Riverside Metrolink Station. The Compass Blueprint team conducted a community workshop to gather neighborhood input, conducted land use opportunities and constraints analysis, conducted a full-day design charrette, created contextual urban design strategies and conducted an open house with the community to informally discuss the proposed ideas.	2/21/2007 COMPLETE		\$32,600	CPG	TPC - Karen
WRCOG-Temecula	The project will facilitate the development of a future bus transit station in Temecula, providing conceptual design for development of surrounding uses including the Murrieta Creek Recreation Basin and potential transit-oriented uses to the north. The project also includes circulation analysis focusing on future transit projects and land uses and pedestrian needs.	4/16/2007 COMPLETE		\$17,000	CPG	TPC - Karen
Complete & past years' projects						
MTA - Covina	Compass Blueprint provided the MTA with Tipping Point/ROI analysis and visualizations for potential redevelopment sites in Covina.	complete	6/26/05	\$10,000		FCA
MTA - Wilshire	Compass Blueprint provided the MTA with Tipping Point/ROI analysis and visualizations for potential redevelopment sites on the Wilshire Corridor in Los Angeles.	complete	6/26/05	\$10,000		FCA
MTA - Hawthorne	Compass Blueprint provided the MTA with Tipping Point/ROI analysis and visualizations for potential redevelopment sites in Hawthorne.	complete	6/26/05	\$10,000		FCA
City of Temecula	SCAG staff provided photo-morph visualizations of Front Street in Temecula's Old Town as part of the City's study of building heights and potential redevelopment.	complete	8/1/06	\$10,000		SCAG Staff

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Inland Empire/ULI	Compass Blueprint facilitated a Visioning Workshop to discuss growth issues and engage ULI members and professionals to help plan for the Inland Empire's future.	complete	6/26/05	\$10,000		FCA
Lake Elsinore	Compass Blueprint facilitated a Visioning Workshop to discuss growth issues and engage stakeholders in the "chip game" as part of Lake Elsinore's General Plan update process.	complete	6/26/05	\$10,000		SCAG Staff
Ontario (phase 1)	In Phase 1 of the Ontario Demonstration Project, Compass Blueprint facilitated a design charette and prepared a conceptual land use plan and visualizations for the New Model Colony development in the Chino Basin.	complete	6/27/05	\$40,000		FCA
South Pasadena	The project provided an infill analysis of the Mission Street Gold Line Station area and Caltrans properties in South Pasadena. The report details the current conditions and future forecasts for the study area and includes Tipping Point/ROI analysis, visualizations and site planning.	complete	6/27/05	\$25,000		FCA
Upland	The Downtown Upland Infill Study provided Tipping Point/ROI analysis, visualizations, site planning and parking analysis focused on two city-owned downtown parking lots, in close proximity to established civic uses and the Metrolink station.	complete	6/27/05	\$25,000		FCA